

Monthly Musings

courtesy of Fletcher Consulting PR

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SMART OBSERVATIONS:

Shifts Happen

"Proportunities" do arise unexpectedly, and these moments often demand a very timely response. Consider the following shifts over the past few days:

- **American Olympic gymnast Simone Biles** – guaranteed by virtually everyone to bring home a gold medal in every category and perhaps even simply for showing up – experiences some rough moments and withdraws from team and individual competition

Life happens.
Shifts happen.

- **American Men's Olympic Basketball** – a juggernaut – lost their first game – against an overmatched (on paper, at least) French team

- **American Women's Olympic Soccer** – traditionally a guaranteed win – appeared to be more focused on making political statements than playing their best game and the team was shut out 3-0 by Sweden

- **Big 12's "Abandoned Eight"** – is still reeling in shock from the Texas Longhorns and Oklahoma Sooners announcing their withdrawal and subsequent application to the SEC (Southeastern Conference)

- **COVID** outbreak occurs, then a resurgence identified as the Delta strain and next the Lambda strain, resulting in increased numbers of deaths and cases nationwide, and the CDC is renewing calls for mask wearing

Life happens. Shift happens (yes, I spelled it correctly!). We as individuals are forced to face moments of crisis, often with little or no notice.

Shifts happen in our personal lives with family disruptions and our businesses experience dynamic moments that can lead to a crisis.

Or an opportunity.

Proportunity – my word (it's not listed in [dictionary.com](https://www.dictionary.com) yet) – is a moment when a situation presents itself as a problem. However, further examination reveals opportunities that may appear to be concealed beneath the surface.

Consider our Olympians. The U.S. women's gymnastics team that won the silver medal instead of the gold in team competition, will not see Simone Biles compete, but it's possible that a replacement

Shifts occur in our family
life and business life

Proportunity is a moment
when a problem reveals
itself as an opportunity



who has been in Simone's shadow might become a gold medalist.

Life-defining moments are fulfilled when individuals and teams shine when the spotlight suddenly showcases their talents.

The American women's soccer team and men's basketball teams can sharpen their focus and concentrate more on playing each game rather than crafting the next political statements they want to make to the media.

When all the moves are complete, our friends at TCU, Baylor, Texas Tech, Oklahoma State, etc., may find that they are better off in the long term rather than live in the constant fear that the Longhorns and Sooners could soon be moving – which, indeed, they *did*.

In each of these cases, the participants will be sharpening their swords and being more on-target than ever before. Not because they chose to be in this position, but because this new position thrust upon them demanded that they focus more intensely and consider options they had never dreamed of previously.

It's the same with your business:

- Your celebrity chef departs to start a new restaurant and one of your behind-the-scenes members of the kitchen staff helps concoct a new menu that redefines your restaurant and you no longer have the baggage of an ego-driven celeb chef
- Your top sales performer leaves for a better deal with your competitor – don't worry, that peak performer may have been holding you back from seeing other talent (diamonds in the rough) that you have overlooked for years
- The large customer takes its business elsewhere, leading you to redefine your focus and articulate unique attributes that ultimately help you create a new product or service

Proportunities. You face them every day, but you see them as Problems. Attack them head-on as Proportunities and amaze yourself with the solutions you – and your team – will generate.

I have helped numerous clients discover the Proportunities that lie beyond what they feel are problems. Reach out to me at 817-205-2334 and let's discuss your hidden opportunities!

SMART CONCEPT:

"Fletch" Returns

It was only a matter of time for one of the most brilliant names in film to return to the silver screen. Yes, "Fletch" will return in a third installment – "Confess, Fletch."

Gone is Chevy Chase, star of "Fletch" and "Fletch Lives." However, I am told (OK – I tell myself!) that John Hamm resembles me more closely (Yes, I have a vivid imagination!), and it's time to move on from the 1985 and 1989 movies and embrace the new Fletch.

"Confess, Fletch" was shooting in Boston last week according to [Boston.com](https://www.boston.com). In addition to Hamm, other stars also include Marcia Gay Harden, Kyle MacLachlan, Roy Wood Jr., and John Slattery, who appeared alongside the lead star in "Mad Men."



Check out these plot lines as provided by [tvacute.com](https://www.tvacute.com):

- Fletch gets caught up in a series of bizarre events that result in **multiple murders**
- One of the murders leads Fletch to become the **prime suspect**
- Fletch will be on a mission to **prove his innocence** while pursuing the bad guy
- Fletch will try to find his **fiancée's stolen art collection**

I promise to wait by the phone to schedule my cameo appearance. We all know that the closest I'll come to receiving a call from John Hamm will be when I dine on a **hammburger**!

SMART PROMOTION:

Chicken Wars Still Checkin' in?

On Tuesday morning, [Raising Cane's](https://www.raisingcane.com) CEO Todd Graves announced that the brand was giving away one free chicken finger to every customer who ordered an adult combo meal through the Raising Cane's app.

What a brilliant move. Customers were required to download the app to receive the piece of free chicken. The company looks like a generous giver on National Chicken Day when Raising Cane's only gives the free chicken with a food purchase.

At the same time, [Popeye's](https://www.popeyes.com) was even more clever. Popeye's announced the introduction of its new chicken nuggets and called for a truce in the "[Chicken Wars](https://www.chickenwars.com)" that it launched two years ago, when Popeye's was an invisible restaurant with minimal name recognition.

The announcement was punctuated by a clever statement:

"We come in piece. 8 piece!"

Popeye's has captured the hearts of its customers by proclaiming

the company will donate the equivalent of one million nuggets – both its own and competitors' chicken products – to the **Second Harvest Food Bank** in its hometown of New Orleans. Actually, the brand's real hometown is Arabi, Louisiana – a New Orleans suburb.

In only 24 months, [Eatthis.com](https://www.eatthis.com) proclaimed that Popeye's offers the second-best selling chicken sandwich in America – right behind Chick-fil-A. The most recent chicken sandwich sales rankings are:

1. Chick-fil-A
2. Popeye's
3. McDonald's
4. Wendy's
5. Burger King

Consider that when the Chicken Sandwich War campaign began, Popeye's was barely on the map with its chicken sandwiches. **A strong**

public relations campaign that combined with what many believe to have been a forced scarcity of chicken propelled the brand near the top of the chicken sandwich food chain.

Add this to the fact that chicken was in high demand throughout the pandemic and Popeye's has been a clear winner in its fabricated battle of the chicken breasts.

There's a lesson to be learned: Timely promotion and public relations can often defeat complacent long-standing legacy brands in most segments!



THE Tiebreaker

Water Tower Painters Need Proofreaders to Check Spelling

City officials – along with their contract painters – were left with paint on their faces on July 2 when residents immediately noticed the error. The painters misspelled the city's name as "Plover" became "Plvoer" – at least on the side of the water tower.

Residents offered their own responses to the miscue, sharing "Lvoe it!" on social media. Some residents suggested leaving the mistake since, as [The Stevens Point Journal](https://www.thestevenspointjournal.com) reported, the memorable error generated so many laughs and it was unique.

Itz empornat too reeleyes that prufereeding iz a verri kritikal jjob. Bee shur two payy intention 2 detales!

